

IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A method for accessing content according to a location within a geographical area of a plurality of geographical areas, wherein the content is provided within the plurality of geographical areas, the method being independent of determining the location and comprising:

defining a first geographical area;

determining first data for identifying the first geographical area;

determining second data for identifying at least one location within the first geographical area in dependence on the first data;

~~providing the first data to a receiver;~~

sending the second data via a first network only to locations within the first geographical area;

~~providing the first data to a receiver not via the first network;~~

and, for a receiver at a location within the first geographical area :

accessing the first data;

receiving the second data from the first network;

comparing the second data with the first data; and

accessing content in dependence on the results of the comparison.

2. (Previously Presented) The method as claimed in Claim 1,
wherein said method further comprises the step of:

storing the first data following the step of accessing the
first data.

3. (Previously Presented) The method as claimed in claim 1,
wherein sending second data comprises broadcasting said second
data.

4. (Previously Presented) The method as claimed in claim 1,
wherein the first data comprises information associated with the
definition of the first geographical area, and the second data
comprises information associated with at least one location within
the first geographical area.

5. (Previously Presented) The method as claimed in Claim 4,
wherein the first data comprises at least one GSM Cell_ID, and the
second data comprises a GSM Cell_ID matching a GSM Cell_ID of the
first data.

6. (Previously Presented) The method as claimed in claim 1,
wherein there is a correspondence between the first data and the
second data.

7. (Previously Presented) The method as claimed in claim 1, wherein the second data is encrypted prior to being sent, and decrypted after being received.

8. (Currently Amended) A system for accessing content at a location within a geographical area of a plurality of geographical areas, the system comprising:

a server operable to:

define a first geographical area;

determine first data for identifying the first geographical area; and

determine second data for identifying at least one location within the first geographical area in dependence on first data;

~~means to provide first data to a receiver;~~

a first network operable to send second data only to locations within the first geographical area;

means to provide the first data to a receiver not via the first network; and

a receiver operable to:

access first data;

receive second data from the first network;

compare second data with first data; and

access content in dependence on the results of the comparison.

9. (Previously Presented) The system as claimed in Claim 8, wherein the first network comprises one or more data transmission nodes, each node being operable to cover a respective geographical area.

10. (Previously Presented) The system as claimed in Claim 8, wherein the first network is a network used for terrestrial broadcast television services.

11. (Previously Presented) The system as claimed in Claim 8, wherein the first network is a network used for terrestrial broadcast radio services.

12. (Previously Presented) The system as claimed in Claim 8, wherein the first network is a network used for terrestrial mobile telephony services.

13. (Previously Presented) The system as claimed in Claim 12, wherein the terrestrial mobile telephony data service is Cell Broadcast.

14. (Previously Presented) The system as claimed in Claim 8, wherein the means to provide first data to a receiver comprises a Smart Card (212) containing the first data.

15. (Previously Presented) The system as claimed in Claim 8, wherein the means to provide the first data to a receiver comprises a second network operable to send the first data to the receiver.

16. (Previously Presented) The system as claimed in Claim 15, wherein the second network is further operable to send content to the receiver.

17. (Previously Presented) A receiver for use in the system as claimed in any one of Claims 8-16, the receiver comprising:

an interface operable to access first data;

a first tuner operable to receive second data from the first network; and

processor operable to:

compare second data with first data; and

access content in dependence on the results of the comparison.

18. (Previously Presented) The receiver as claimed in Claim 17, wherein said receiver further comprises a store, and wherein the processor is further operable to store accessed first data.

19. (Previously Presented) The receiver as claimed in Claim 17, wherein said receiver further comprises a second tuner operable to receive content.

20. (Previously Presented) The receiver as claimed in Claim 17, wherein the interface is operable to read a Smart Card.

21. (Previously Presented) The receiver as claimed in Claim 17, wherein the interface is operable to communicate with a modem.

22. (Previously Presented) The receiver as claimed in Claim 19, wherein the processor is further operable to access first data via the second tuner.